

His Private Appeal

In 1884, John Allen of Tupelo, Mississippi, ran for a seat in Congress. His opponent was a General Tucker, an officer with the Army of the Confederacy during the Civil War. Allen had served as a private.

In one debate, the general pointed out the contrast between his rank and Allen's.

"I admit I was only a private," replied Allen. "In fact, I was a sentry who stood guard over the general when he slept. And now, all you fellows who were generals, and had privates standing guard over you, vote for General Tucker. But all you boys who were privates and stood guard over the generals, vote for Private John Allen."

They did, and Allen was a congressman for the next 16 years.

Obviously, it helps to know your constituency. Or, in the case of Life Care, Century Park and Life Care at Home, our customers. Knowing them and relating to them well includes finding some common ground, some shared interests.

Doing so may not win you a seat in Congress, but it will determine much about your success.

--Beecher Hunter